

Dan Lederman

To: jared@siouxfallswoman.net

Attachments: (2) Download all attachments

 HRH Princess Reema Bio.pdf (193 KB) [Open as Web Page];  HRH Princess Reema Bandar ~1.pdf (48 KB) [Open as Web Page]

Thursday, June 25, 2020 2:12 PM

Jared,

I hope all is well in Sioux Falls.

I am writing to see if SF Woman magazine would be interested in an interview with Ambassador Princess Reema.

I know that your publication focuses on local women but Princess Reema would be an interesting interview for your readers.

Please see the attached bio and press release on her recent appointment to the Executive Board of the International Olympic Council.

Princess Reema has been a leader on advancing women's rights in Saudi Arabia and is the first woman to serve in the role of Ambassador to the United States.

Please let me know if you have any questions.

Thank you,

Dan

Dan Lederman
[LS2 Group](#), South Dakota
Cell (712) 251-1992

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.

CONFIDENTIALITY NOTICE: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential, proprietary and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message. Please note that while we scan all e-mails for viruses we cannot guarantee that any e-mail is virus-free. This email (including any attachments) is covered by the Electronic Communications Privacy Act, 18 U.S.C. "2510-2521."

HRH Princess Reema Bandar Nominated to Join IOC Executive Board

Press Release: June 11, 2020

On Wednesday, 10 June 2020, The International Olympic Committee (IOC) nominated Her Royal Highness Princess Reema Bandar Al-Saud, Saudi Arabia's Ambassador to the United States, in addition to four other members, to join the IOC's Executive Board. Their names will be submitted to the IOC session, which will be held virtually on July 17, 2020.

Her Royal Highness has been a member of the International Olympic Committee (IOC) Women in Sports Commission since 2018, as well as a member of the Saudi Arabian Olympic Committee since 2017. As The Kingdom's Ambassador to the US, Her Royal Highness continues to passionately advocate for equal access to athletics for women and girls, as well as equal opportunities for women and girls in sports.

The Ambassador expressed her appreciation to the IOC and Election Committee on Twitter, and lauded the Committee's decision to propose three female candidates out of five, in a demonstration of The IOC's commitment to promoting gender equality within its leadership.

In a press release, The IOC stated that, "In line with Olympic Agenda 2020, the candidates were selected by the IOC Members Election Commission, chaired by HRH The Princess Royal, taking into consideration several criteria in order to guarantee a balanced representation within the IOC Session. All of them have been subject to integrity checks conducted by the IOC Ethics Commission."

These materials are distributed by Dan Lederman through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.



Her Royal Highness Princess Reema bint Bandar bin Sultan bin Abdulaziz Al Saud was appointed Ambassador to the United States on February 23, 2019 by the Custodian of the Two Holy Mosques King Salman bin Abdulaziz. She is the first woman in the country's history to serve in the role of Ambassador. She presented her credentials to President Donald Trump on July 8, 2019.

From 1983 to 2005, Princess Reema lived in Washington, DC, while her father Prince Bandar served as Saudi Ambassador to the United States. She attended George Washington University where she graduated with a Bachelor of Arts degree in Museum Studies.

Princess Reema returned to Saudi Arabia, where she focused on private sector initiatives and the empowerment of women in the Kingdom. In 2000, She co-founded Yibreen, a women's gym. From 2007 until 2015, Princess Reema was the Chief Executive Officer of Alfa International Company Limited - Harvey Nichols Riyadh, a multi-brand luxury retail company,

where she collaborated with leading female recruitment agency, Glowork, and commissioned a study on Obstacles for Women in the Workplace, which set the tone for female inclusion in retail, and resulted in opening the first workplace nursery in a retail store, enabling more women to work while caring for children. In 2013, she founded Alf Khair, a social enterprise aimed at elevating the professional capital of Saudi women through a curriculum developed to enable financial self-sufficiency.

In 2016, Princess Reema left the private sector to begin a career of public service as Vice President of Women's Affairs at the Saudi General Sports Authority where she developed policies and programs that benefited women and children throughout Saudi Arabia. After a successful year, she was promoted to Deputy of Development and Planning in January 2018. In October 2018, she was also appointed President of the Mass Participation Federation, making her the first woman to lead a multi-sports federation in the Kingdom, a role that she occupied until her appointment as Saudi Ambassador to the United States.

Princess Reema is excited to take her leadership role to the world stage as Saudi Arabia's Ambassador to the United States.

As part of her philanthropic work, Princess Reema became a founding member of the Zahra Breast Cancer Awareness Association in 2007, which set a Guinness World Record by forming the World's Largest Human Awareness Ribbon at the Princess Noura University in Riyadh in 2015.

Princess Reema has served as a member of the World Bank's advisory council for the Women Entrepreneurs Finance Initiative since 2017. She has been a member of the Saudi Arabian Olympic Committee since 2017, and a member of the International Olympic Committee (IOC) Women in Sports Commission since 2018.

In 2014, Fast Company recognized Princess Reema as the Most Creative Person of the year for "Inviting Women into the Workforce." Foreign Policy Magazine recognized her as a Leading Global Thinker for the same year, placing her high up in the "Moguls" category.

She was featured on the Forbes lists of the 200 Most Powerful Arab Women and Most Powerful Arab Women in Saudi Arabia lists for 2014.

These materials are distributed by Dan Lederman acting through LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, DC.